UNITED STATES PATENT AND TRADEMARK OFFICE

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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

PTOL-90A (Rev. 04/07)

	Application No.	Applicant(s)
Office Action Summary	10/590,740	UETABIRA ET AL.
	Examiner	Art Unit
	ROBERT STEVENS	2162

-- *The MAILING DATE of this communication appears on the cover sheet with the correspondence address* --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE <u>3</u> MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
  Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on <u>07 October 2009</u>.

2a)☐ This action is **FINAL**.   2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) <u>44-124 and 127-130</u> is/are pending in the application.

    4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) <u>44-124 and 127-130</u> is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a)☐ All   b)☐ Some * c)☐ None of:

      1.☐ Certified copies of the priority documents have been received.

      2.☐ Certified copies of the priority documents have been received in Application No. _____.

      3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

    * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☒ Notice of References Cited (PTO-892)

2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3)☐ Information Disclosure Statement(s) (PTO/SB/08)
    Paper No(s)/Mail Date _____.

4)☐ Interview Summary (PTO-413)
    Paper No(s)/Mail Date. _____.

5)☐ Notice of Informal Patent Application

6)☐ Other: _____.

DETAILED ACTION

1.   The Office withdraws the previous rejections of claims 44-50, 63-77, 85, 89 and 125-126

under 35 USC §103(a), in light of the amendment. The Office maintains the previous rejections

of claims 51-62, 78-84, 86-88, 90-124 and 127-130 under 35 USC §103(a), in light of the

amendment. Additionally, the Office sets forth new rejections of the claims 44-50, 63-77, 85, 89

under 35 USC §103(a), in light of the amendment.

Response to Arguments

2.   Regarding Applicant's interview summary on pages 26-27, the Examiner did not indicate

or make agreements that any amendment language was not taught by the references.

3.   Applicant's arguments on pages 27-28 concerning the previous rejections of the claims

under 35 USC §103(a) appear to be primarily directed to the newly amended claim language.

New rejections citing a new reference have been set forth below to address the amended claim

language. Additionally, it is noted that the claims are directed to merely displaying an indicator

with search results. Such activity appears to be well known in the art. It is also noted that how

Applicant determines a "degree of reliability" was not recited.

        Regarding the previous rejection of the claims under 35 USC 103(a), Applicant argues on

pages 28-29 that the references do not teach the amended claim language directed to profits and

increasing/decreasing estimated profits (i.e., asset values).

The Office respectfully disagrees, noting that the references as a whole teach the recited claim language. First, the Office did not indicate that Kremen does not teach asset values. Kremen teaches the use of the values listings. These values reflect an economic/financial value, and thus are reasonably construed as suggesting an "asset value". Additionally, the claim language recites that an asset value is an estimated profit. The value discussed in paragraph [0032] of Kremen is related to the profit made by displaying the associated search results listing, and therefore is suggestive of "estimated profit". Additionally, Kremen suggests that each time search results are displayed that a value is indicated. As such, this suggests that an update takes place with each search. Additionally, various values for the same listing are "updated" based upon position in the results display.

Therefore, the references have been reasonably interpreted as teaching the recited claim language.

Applicant's arguments on pages 30-31 concerning the previous rejections of the claims under 35 USC §103(a) appear to be primarily directed to the newly amended claim language. New rejections citing a new reference have been set forth below to address the amended claim language. Additionally, it is noted that the claims are directed to merely displaying an indicator with search results. Such activity appears to be well known in the art. It is also noted that how Applicant determines a "degree of reliability" was not recited.

Regarding the previous rejection of the claims under 35 USC 103(a), Applicant argues on page 31 that the references do not teach the amended claim language directed to profits and increasing/decreasing estimated profits (i.e., asset values).

The Office respectfully disagrees, noting that the references as a whole teach the recited claim language. First, the Office did not indicate that Kremen does not teach asset values. Kremen teaches the use of the values listings. These values reflect an economic/financial value, and thus are reasonably construed as suggesting an "asset value". Additionally, the claim language recites that an asset value is an estimated profit. The value discussed in paragraph [0032] of Kremen is related to the profit made by displaying the associated search results listing, and therefore is suggestive of "estimated profit". Additionally, Kremen suggests that each time search results are displayed that a value is indicated. As such, this suggests that an update takes place with each search. Additionally, various values for the same listing are "updated" based upon position in the results display.

Therefore, the references have been reasonably interpreted as teaching the recited claim language.

It is further noted that any citation to specific, pages, columns, lines, or figures in the prior art references and any interpretation of the references should not be considered to be limiting in any way. A reference is relevant for all it contains and may be relied upon for all that it would have reasonably suggested to one having ordinary skill in the art. In re Heck, 699 F.2d

1331, 1332-1333, 216 USPQ 1038, 1039 (Fed. Cir. 1983) (quoting In re Lemelson, 397 F.2d

1006, 1009, 158 USPQ 275, 277 (CCPA 1968)).

The Office also notes MPEP § 2144.01, that quotes In re Preda, 401 F.2d 825, 159 USPQ

342, 344 (CCPA 1968) as stating "in considering the disclosure of a reference, it is proper to take

into account not only specific teachings of the reference but also the inferences which one skilled

in the art would reasonably be expected to draw therefrom." Further MPEP 2123, states that "a

reference may be relied upon for all that it would have reasonably suggested to one having

ordinary skill the art, including nonpreferred embodiments. Merck & Co. v. Biocraft

Laboratories, 874 F.2d 804, 10 USPQ2d 1843 (Fed. Cir.), cert. denied, 493 U.S. 975 (1989).

For at least these reasons, the Office asserts the rejections of the claims as set forth

below.

Continued Examination Under 37 CFR 1.114

4.   A request for continued examination under 37 CFR 1.114, including the fee set forth in

37 CFR 1.17(e), was filed in this application after final rejection. Since this application is

eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e)

has been timely paid, the finality of the previous Office action has been withdrawn pursuant to

37 CFR 1.114. Applicant's submission filed on 10/7/09 has been entered.

Claim Rejections - 35 USC § 103

5.   The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all

obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth
> in section 102 of this title, if the differences between the subject matter sought to be patented and the prior
> art are such that the subject matter as a whole would have been obvious at the time the invention was made
> to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be
> negatived by the manner in which the invention was made.

6.   **Claims 44-70 and 78-124 are rejected under 35 U.S.C. 103(a)** as being unpatentable

over Vora et al. (US Patent No. 5,819,273, hereafter referred to as "Vora") in view of Hurst-

Hiller et al. (US Patent Application Publication No. 2006/0015573, hereafter referred to as

"Hurst-Hiller"), Christopher Bailey et al. ("Link Augmentation: A Context-Based Approach to

Support Adaptive Hypermedia", OHS/SC/AH 2001, LNCS 2266, Springer-Verlag, Berlin,

Germany, © 2002, pp. 239-251, hereafter referred to as "Bailey") and Hogan et al. (US Patent

No. 7,299,222, hereafter referred to as "Hogan").

        Regarding independent claim 44: Vora teaches *An information search provision*

apparatus comprising: at least one processing unit that operates to perform at least the steps of

acquiring a search conditional statement and providing contents, matching the search

conditional statement, as a search result; (See Vora Fig. 1 #10 showing a processor, and Fig. 2

showing memory for storing search requests, search engine code and search results/reports. See

also, col. 7 lines 20-35 discussing the issuing of requests and performing searches and col. 7

lines 50-62 discussing the search results.) *a collection unit which collects contents, to be*

evaluated, posted on a web page via a network at a predetermined timing; (See Vora Fig. 2

#201 teaching the scheduling of a search request.)

However, Vora does not explicitly teach the remaining limitations as claimed. Hurst-

Hiller, though, discloses *a reliability control unit which increases or decreases a degree of*

reliability of the contents to be evaluated, depending on whether or not it is possible for the

collection unit to collect the contents to be evaluated; (See Hurst-Hiller Abstract discussing

redirecting a user's search to identical content upon an HTTP 404 access failure message.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Hurst-Hiller for the benefit of Vora, because to do so allowed a

designer to enhance a user's search or navigation experience, as taught by Hurst-Hiller in

paragraph [0018]. These references were all applicable to the same field of endeavor, i.e., search

of network resources.

Additionally, Vora in view of Hurst-Hiller does not explicitly teach the remaining

limitations as claimed. And, although Hurst-Hiller does not explicitly discuss a "value"

calculation, Bailey, though, teaches *a value, which is indicative of a degree of reliability* (See

Bailey page 246 item "2. An important issue ...", which discusses the calculation of a probability

value indicative of whether a page belongs to the "Page Not Found" category. "Page Not

Found" is the text associated with the HTTP 404 error message.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Bailey for the benefit of Vora in view of Hurst-Hiller, because to do so

enabled a designer to implement a more efficient search mechanism, as taught by Bailey in the

1st paragraph of section "1 Introduction" on page 239. These references were all applicable to the same field of endeavor, i.e., search of network resources.

Additionally, Vora in view of Hurst-Hiller and Bailey does not explicitly teach the remaining limitations as claimed. Hogan, though, teaches *and a presenting unit which presents the value, which is indicative of the degree of reliability of the searched contents, and the search result to a user of the apparatus.* (See Hogan Abstract discussing the display of characteristics such as availability or maturity of content and associated search results. See also Fig. 2 #210c "Currently unavailable" and Fig. 2E "Slow load time" Legend showing values indicative of the degree of reliability of search results.)

It would have been obvious to one of ordinary skill in the art at the time of the invention to apply the teachings of Hogan for the benefit of Vora in view of Hurst-Hiller and Bailey, because to do so enabled a designer to provide a system user with the ability to determine whether access of search results is appropriate or desirable, as taught by Hogan in col. 6 lines 20-29. These references were all applicable to the same field of endeavor, i.e., search of network resources.

Regarding claim 45: Vora teaches *an acquisition unit which acquires a search conditional statement from a user;* (See Vora col. 9 lines 38-51 describing entry of a user search request.) *a search unit which searches contents matching the acquired search conditional statement.* (See Vora Fig. 3B #323 and 325 teaching performance of a search request.)

Regarding claim 46: Vora does not explicitly teach the remaining limitations as

claimed. Hurst-Hiller, though, discloses *a prediction unit which predicts the degree of*

reliability of the contents to be evaluated, based on an element contributed to estimating a

duration of contents contained in the contents to be evaluated, wherein the presenting unit

presents the predicted reliability to the user. (See Hurst-Hiller Abstract discussing reception of a

404 access error indicating that a web page is inaccessible and therefore unreliable.)

Regarding claim 47: Vora does not explicitly teach the remaining limitations as

claimed. Hurst-Hiller, though, discloses *wherein the reliability control unit gradually increases*

the value indicative of the degree of reliability of the contents to be evaluated, in a period of

time during which the contents to be evaluated is acquired continuously at a predetermined

timing by the collection unit. (See Hurst-Hiller Abstract discussing redirection to sources of

identical content upon a 404 access error.)

Regarding claim 48: Vora does not explicitly teach the remaining limitations as

claimed. Hurst-Hiller, though, discloses *a history increase range controlling unit which*

controls an increase range in the value indicative of the degree of reliability of the contents to

be evaluated, according to a history on whether or not it is possible for the collection unit to

collect the contents to be evaluated. (See Hurst-Hiller Fig. 3 #102 showing a search history log.)

Regarding claim 49: Vora does not explicitly teach the remaining limitations as

claimed. Hurst-Hiller, though, discloses *a relationship determining unit which determines the*

presence or absence of a relationship between highly reliable contents and the contents to be

evaluated, wherein the reliability control unit controls in a manner that an increase range of

the contents to be evaluated when the presence of a relation is determined by the relationship

determining unit is set higher than that when the absence thereof is determined. (See Hurst-

Hiller paragraph [0013] discussing the absence of or inability to access a page, in the context of

the Abstract discussing the redirection to identical or similar content.)

Regarding claim 50: Vora teaches *wherein, based on whether or not related*

information indicative of the presence of a relationship between highly reliable contents and

the contents to be evaluated is contained in the highly reliable contents, the relationship

determining unit determines the presence or absence of a relationship between highly reliable

contents and the contents to be evaluated. (See Vora Abstract discussing the determination of

content availability.)

Regarding independent claim 51: Vora teaches *An information search provision*

apparatus comprising: at least one processing unit that operates to perform at least the steps of

acquiring a search conditional statement and providing contents, matching the search

conditional statement, as a search result; (See Vora Fig. 1 #10 showing a processor, and Fig. 2

showing memory for storing search requests, search engine code and search results/reports. See

also, col. 7 lines 20-35 discussing the issuing of requests and performing searches and col. 7

lines 50-62 discussing the search results.) *a collection unit which collects contents, to be*

evaluated, posted on a web page via a network at a predetermined timing; (See Vora Fig. 2

#201 teaching the scheduling of a search request.)

However, Vora does not explicitly teach the remaining limitations as claimed. Hurst-

Hiller, though, discloses *a reliability control unit which increases or decreases a degree of*

reliability of the contents to be evaluated according to a result of the determination by the

update determining unit; (See Hurst-Hiller Abstract discussing redirecting a user's search to

identical content upon an HTTP 404 access failure message.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Hurst-Hiller for the benefit of Vora, because to do so allowed a

designer to enhance a user's search or navigation experience, as taught by Hurst-Hiller in

paragraph [0018]. These references were all applicable to the same field of endeavor, i.e., search

of network resources.

Additionally, Vora in view of Hurst-Hiller does not explicitly teach the remaining

limitations as claimed. And, although Hurst-Hiller does not explicitly discuss a "value"

calculation, Bailey, though, teaches *a value, which is indicative of a degree of reliability* (See

Bailey page 246 item "2. An important issue ...", which discusses the calculation of a probability

value indicative of whether a page belongs to the "Page Not Found" category. "Page Not

Found" is the text associated with the HTTP 404 error message.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Bailey for the benefit of Vora in view of Hurst-Hiller, because to do so

enabled a designer to implement a more efficient search mechanism, as taught by Bailey in the

1st paragraph of section "1 Introduction" on page 239. These references were all applicable to

the same field of endeavor, i.e., search of network resources.

Additionally, Vora in view of Hurst-Hiller and Bailey does not explicitly teach the

remaining limitations as claimed. Hogan, though, teaches *a comparison unit which compares*

the collected contents to be evaluated with next collected contents, to be evaluated, posted on

the same web page; (See Hogan Fig. 1D #105 indicating that a search result page has been

refreshed within the last 48 hours.) *an update determining unit which determines if the*

contents to be evaluated has been updated or not, based on a result of the comparison; (See

Hogan Fig. 1D #105 indicating that a search result page has been refreshed within the last 48

hours.) *and a presenting unit which presents the value, which is indicative of the degree of*

reliability of the searched contents, and the search result to a user of the apparatus. (See

Hogan Abstract discussing the display of characteristics such as availability or maturity of

content and associated search results. See also Fig. 2 #210c "Currently unavailable" and Fig. 2E

"Slow load time" Legend showing values indicative of the degree of reliability of search results.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Hogan for the benefit of Vora in view of Hurst-Hiller and Bailey,

because to do so enabled a designer to provide a system user with the ability to determine

whether access of search results is appropriate or desirable, as taught by Hogan in col. 6 lines 20-

29. These references were all applicable to the same field of endeavor, i.e., search of network

resources.

Regarding claim 52: Vora does not explicitly teach the remaining limitations as

claimed. Hurst-Hiller, though, discloses ***wherein the reliability control unit gradually increases***

the value indicative of the degree of reliability of the contents to be evaluated, in a period of

time during which it is determined continuously at a predetermined timing that the contents to

be evaluated is updated by the update determining unit. (See Hurst-Hiller paragraph [0018]

discussing training or adjusting search service results for frequently downloaded sites.)

Regarding claim 53: Vora does not explicitly teach the remaining limitations as

claimed. Hurst-Hiller, though, discloses ***an update analysis unit which analyzes whether an***

update of the contents is intrinsically required or not, wherein the reliability control unit

increases or decreases the value indicative of the degree of reliability of the contents to be

evaluated, according to results of the update determining unit and the update analysis unit.

(See Hurst-Hiller Abstract discussing the reception of 404 access errors and redirecting to like

content.)

Regarding independent claim 54: Vora teaches ***An information search provision***

apparatus comprising: at least one processing unit that operates to perform at least the steps of

acquiring a search conditional statement and providing contents, matching the search

conditional statement, as a search result; (See Vora Fig. 1 #10 showing a processor, and Fig. 2

showing memory for storing search requests, search engine code and search results/reports. See

also, col. 7 lines 20-35 discussing the issuing of requests and performing searches and col. 7

lines 50-62 discussing the search results.) *a related-contents acquisition unit which acquires*

contents related to contents to be evaluated; (See Vora Fig. 2 #201 teaching the scheduling of a

search request.)

However, Vora does not explicitly teach the remaining limitations as claimed. Hurst-

Hiller, though, discloses *a reliability control unit which increases or decreases the degree of*

reliability of the contents to be evaluated, by referring to the extracted element; (See Hurst-

Hiller Abstract discussing redirecting a user's search to identical content upon an HTTP 404

access failure message.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Hurst-Hiller for the benefit of Vora, because to do so allowed a

designer to enhance a user's search or navigation experience, as taught by Hurst-Hiller in

paragraph [0018]. These references were all applicable to the same field of endeavor, i.e., search

of network resources.

Additionally, Vora in view of Hurst-Hiller does not explicitly teach the remaining

limitations as claimed. And, although Hurst-Hiller does not explicitly discuss a "value"

calculation, Bailey, though, teaches *a value, which is indicative of a degree of reliability* (See

Bailey page 246 item "2. An important issue ...", which discusses the calculation of a probability

value indicative of whether a page belongs to the "Page Not Found" category. "Page Not

Found" is the text associated with the HTTP 404 error message.)

It would have been obvious to one of ordinary skill in the art at the time of the invention to apply the teachings of Bailey for the benefit of Vora in view of Hurst-Hiller, because to do so enabled a designer to implement a more efficient search mechanism, as taught by Bailey in the 1st paragraph of section "1 Introduction" on page 239. These references were all applicable to the same field of endeavor, i.e., search of network resources.

Additionally, Vora in view of Hurst-Hiller and Bailey does not explicitly teach the remaining limitations as claimed. Hogan, though, teaches ***an element extraction unit which extracts an element contributing to increase or decrease in a degree of reliability of the contents to be evaluated, by referring to the acquired contents;*** (See Hogan Fig. 1D #105 indicating that a search result page has been refreshed within the last 48 hours.) ***and a presenting unit which presents the value, which is indicative of the degree of reliability of the searched contents, and the search result to a user of the apparatus.*** (See Hogan Abstract discussing the display of characteristics such as availability or maturity of content and associated search results. See also Fig. 2 #210c "Currently unavailable" and Fig. 2E "Slow load time" Legend showing values indicative of the degree of reliability of search results.)

It would have been obvious to one of ordinary skill in the art at the time of the invention to apply the teachings of Hogan for the benefit of Vora in view of Hurst-Hiller and Bailey, because to do so enabled a designer to provide a system user with the ability to determine whether access of search results is appropriate or desirable, as taught by Hogan in col. 6 lines 20-29. These references were all applicable to the same field of endeavor, i.e., search of network resources.

Regarding claim 55: Vora does not explicitly teach the remaining limitations as claimed. Hurst-Hiller, though, discloses *wherein, in terms of each aspect in evaluating the degree of reliability, the element extraction unit extracts an element contributing to increase or decrease in the value, which is indicative of the degree of reliability of the contents to be evaluated, and wherein the reliability control unit increases or decreases the value, which is indicative of the degree of reliability of the contents to be evaluated, by referring to the element extracted in terms of the each aspect in evaluating the degree of reliability.* (See Hurst-Hiller Abstract discussing the reception of 404 access errors and redirecting to like content.)

Regarding claim 56: Vora does not explicitly teach the remaining limitations as claimed. Hurst-Hiller, though, discloses *a classifying unit which classifies each extracted element into: (i) a first group containing elements that contribute to the increase in the value, which is indicative of the degree of reliability of the contents to be evaluated, or (ii) a second group containing elements that contribute to the decrease in the value, which is indicative of the degree of reliability of the contents to be evaluated, and wherein when the number of elements in the first group classified by the classifying unit is greater than that in the second group, the reliability control unit increases the value, which is indicative of the degree of reliability of the contents to be evaluated.* (See Hurst-Hiller Abstract discussing the reception of 404 access errors and redirecting to like content.)

Regarding independent claim 57: Vora teaches *An information search provision apparatus comprising: at least one processing unit that operates to perform at least the steps of acquiring a search conditional statement and providing contents, matching the search conditional statement, as a search result;* (See Vora Fig. 1 #10 showing a processor, and Fig. 2 showing memory for storing search requests, search engine code and search results/reports. See also, col. 7 lines 20-35 discussing the issuing of requests and performing searches and col. 7 lines 50-62 discussing the search results.) *a contents acquisition unit which acquires contents containing an item to be assessed;* (See Vora Fig. 2 #201 teaching the scheduling of a search request) *a contents specifying unit which specifies own contents serving as an information source of the item to be assessed;* (See Vora Fig. 5 #431 showing a GUI button for selecting information resources.)

However, Vora does not explicitly teach the remaining limitations as claimed. Hurst-Hiller, though, discloses *a reliability control unit which increases or decreases a degree of reliability of the own contents and a degree of reliability of the other contents, according to the decision made by the consistency determining unit;* (See Hurst-Hiller Abstract discussing redirecting a user's search to identical content upon an HTTP 404 access failure message.)

It would have been obvious to one of ordinary skill in the art at the time of the invention to apply the teachings of Hurst-Hiller for the benefit of Vora, because to do so allowed a designer to enhance a user's search or navigation experience, as taught by Hurst-Hiller in paragraph [0018]. These references were all applicable to the same field of endeavor, i.e., search of network resources.

Additionally, Vora in view of Hurst-Hiller does not explicitly teach the remaining

limitations as claimed. And, although Hurst-Hiller does not explicitly discuss a "value"

calculation, Bailey, though, teaches *a value, which is indicative of a degree of reliability of the*

own contents (See Bailey page 246 item "2. An important issue ...", which discusses the

calculation of a probability value indicative of whether a page belongs to the "Page Not Found"

category. "Page Not Found" is the text associated with the HTTP 404 error message. If that

probability is high, the page is ignored.) *a value, which is indicative of a degree of reliability of*

the other contents (See Bailey page 246 item "2. An important issue ...", which discusses the

calculation of a probability value indicative of whether a page belongs to the "Page Not Found"

category. "Page Not Found" is the text associated with the HTTP 404 error message. If the

probability is low, the page is used.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Bailey for the benefit of Vora in view of Hurst-Hiller, because to do so

enabled a designer to implement a more efficient search mechanism, as taught by Bailey in the

1st paragraph of section "1 Introduction" on page 239. These references were all applicable to

the same field of endeavor, i.e., search of network resources.

Additionally, Vora in view of Hurst-Hiller and Bailey does not explicitly teach the

remaining limitations as claimed. Hogan, though, teaches *a consistency determining unit which*

determines consistency of the item to be assessed in a manner that the specified own contents

is compared with contents, in the acquired contents, other than the own contents; (See Hogan

Fig. 1D #105 indicating that a search result page has been refreshed within the last 48 hours.)

and a presenting unit which presents the value, which is indicative of the degree of reliability

of the searched contents, the value, which is indicative of the degree of reliability of the other contents, and the search result to a user of the apparatus. (See Hogan Abstract discussing the display of characteristics such as availability or maturity of content and associated search results. See also Fig. 2 #210c "Currently unavailable" and Fig. 2E "Slow load time" Legend showing values indicative of the degree of reliability of search results.)

It would have been obvious to one of ordinary skill in the art at the time of the invention to apply the teachings of Hogan for the benefit of Vora in view of Hurst-Hiller and Bailey, because to do so enabled a designer to provide a system user with the ability to determine whether access of search results is appropriate or desirable, as taught by Hogan in col. 6 lines 20-29. These references were all applicable to the same field of endeavor, i.e., search of network resources.

Regarding claim 58: Vora does not explicitly teach the remaining limitations as claimed. Hurst-Hiller, though, discloses *wherein when both the value, which is indicative of the degree of reliability of the own contents, and the value, which is indicative of the degree of reliability of the other contents, are high and the presence of consistency of the item to be assessed is determined by the consistency determining unit, the reliability control unit increases both the value, which is indicative of the degree of reliability of the own contents and the value, which is indicative of the degree of reliability of the other contents.* (See Hurst-Hiller paragraph [0018] discussing the delivery of useful information from stored web images despite an access failure.)

Regarding claim 59: Vora teaches *and a timing specifying unit which specifies timing at which the access of the access unit to the server was first successful, by referring to the correspondence,* (See Vora Fig. 7B showing a GUI for specifying access times.)

However, Vora does not explicitly teach the remaining limitations as claimed. Hurst-Hiller, though, discloses *an access determining unit which determines if an access of the access unit to the server is allowed or not;* (See Hurst-Hiller Abstract discussing the determination of access to a web page and HTTP 404 error messages.) *an access history storage which stores correspondence between a decision result by the access determining unit and timing at which the access unit has accessed the server;* (See Hurst-Hiller Fig. 3 #102 showing a search history log.) *wherein the reliability control unit starts performing a control of increasing or decreasing the value, which is indicative of the degree of reliability at the specified timing.* (See Hurst-Hiller Abstract discussing redirecting a user's search to identical content upon an HTTP 404 access failure message.)

It would have been obvious to one of ordinary skill in the art at the time of the invention to apply the teachings of Hurst-Hiller for the benefit of Vora, Bailey and Hogan, because to do so allowed a designer to enhance a user's search or navigation experience, as taught by Hurst-Hiller in paragraph [0018]. These references were all applicable to the same field of endeavor, i.e., search of network resources.

Additionally, Vora does not explicitly teach the remaining limitations as claimed. Hogan, though, discloses *an access unit which accesses a server by referring to location*

information indicative of a location of the server open to the public through a web page; (See

Hogan Fig. 2B showing a GUI for searching the Web.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Hogan for the benefit of Vora in view of Hurst-Hiller and Bailey,

because to do so enabled a designer to provide a system user with the ability to determine

whether access of search results is appropriate or desirable, as taught by Hogan in col. 6 lines 20-

29. These references were all applicable to the same field of endeavor, i.e., search of network

resources.

Claims 60-62 are each substantially similar to claim 59, and therefore likewise rejected.

Claim 63 is substantially similar to claim 44, and therefore likewise rejected.

Regarding independent claim 64: Vora teaches *An information search provision*

system, comprising: a contents providing apparatus which posts contents to be evaluated, on a

web page; (See Vora Fig. 1 #201 teaching the scheduling of a search request.) *a terminal*

apparatus which accesses the contents to be evaluated, via a network; (See Vora Fig. 4A

showing a search GUI running on an apparatus.) *wherein the terminal apparatus includes an*

information transmitting unit which transmits client information associated with the terminal

apparatus, (See Vora Fig. 2 #201 teaching the scheduling of a search request.) *and an*

information search provision apparatus and wherein the information search provision

apparatus includes: at least one processing unit that operates to perform at least the steps of

acquiring a search conditional statement and providing contents, matching the search

conditional statement, as a search result; (See Vora Fig. 1 #10 showing a processor, and Fig. 2

showing memory for storing search requests, search engine code and search results/reports. See

also, col. 7 lines 20-35 discussing the issuing of requests and performing searches and col. 7

lines 50-62 discussing the search results.) *an information receiver which receives directly or*

indirectly client information transmitted from the terminal apparatus that has accessed via the

network the contents to be evaluated; (See Vora Fig. 4A showing a search GUI that receives

search results sent to the client's IP address.)

However, Vora does not explicitly teach the remaining limitations as claimed. Hurst-

Hiller, though, discloses *a reliability varying unit which increases or decreases a degree of*

reliability of the contents to be evaluated, based on the client information; (See Hurst-Hiller

Abstract discussing redirecting a user's search to identical content upon an HTTP 404 access

failure message.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Hurst-Hiller for the benefit of Vora, because to do so allowed a

designer to enhance a user's search or navigation experience, as taught by Hurst-Hiller in

paragraph [0018]. These references were all applicable to the same field of endeavor, i.e., search

of network resources.

Additionally, Vora in view of Hurst-Hiller does not explicitly teach the remaining

limitations as claimed. And, although Hurst-Hiller does not explicitly discuss a "value"

calculation, Bailey, though, teaches *a value, which is indicative of a degree of reliability* (See

Bailey page 246 item "2. An important issue ...", which discusses the calculation of a probability

value indicative of whether a page belongs to the "Page Not Found" category. "Page Not

Found" is the text associated with the HTTP 404 error message.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Bailey for the benefit of Vora in view of Hurst-Hiller, because to do so

enabled a designer to implement a more efficient search mechanism, as taught by Bailey in the

1st paragraph of section "1 Introduction" on page 239. These references were all applicable to

the same field of endeavor, i.e., search of network resources.

Additionally, Vora in view of Hurst-Hiller and Bailey does not explicitly teach the

remaining limitations as claimed. Hogan, though, teaches *and a presenting unit which presents*

the value, which is indicative of the degree of reliability of the searched contents, and the

search result to a user of the apparatus. (See Hogan Abstract discussing the display of

characteristics such as availability or maturity of content and associated search results. See also

Fig. 2 #210c "Currently unavailable" and Fig. 2E "Slow load time" Legend showing values

indicative of the degree of reliability of search results.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Hogan for the benefit of Vora in view of Hurst-Hiller and Bailey,

because to do so enabled a designer to provide a system user with the ability to determine

whether access of search results is appropriate or desirable, as taught by Hogan in col. 6 lines 20-

29. These references were all applicable to the same field of endeavor, i.e., search of network

resources.

        Regarding claim 65: Vora does not explicitly teach the remaining limitations as

claimed. Hurst-Hiller, though, discloses *wherein the information transmitting unit transmits,*

as the client information, information related to access to the contents to be evaluated, and

wherein the reliability varying unit increases or decreases the value, which is indicative of the

degree of reliability of the contents to be evaluated, according to a status of access from the

terminal apparatus to the contents to be evaluated. (See Hurst-Hiller Abstract discussing the

reception of 404 error messages based upon access ability.)

        Regarding claim 66: Vora does not explicitly teach the remaining limitations as

claimed. Hurst-Hiller, though, discloses *wherein the information transmitting unit transmits,*

as the client information, information transferred from the terminal apparatus to the contents

to be evaluated, and wherein the reliability varying unit increases or decreases the value,

which is indicative of the degree of reliability of the contents to be evaluated, according to the

information transferred from the terminal apparatus to the contents to be evaluated. (See

Hurst-Hiller Abstract discussing the reception of 404 error messages based upon access ability.)

Regarding claim 67: Vora does not explicitly teach the remaining limitations as claimed. Hurst-Hiller, though, discloses *wherein when the terminal apparatus has accessed the contents to be evaluated, the contents providing apparatus transmits information on access from the terminal apparatus to the contents to be evaluated and/or information transferred from the terminal apparatus to the contents to be evaluated, from the terminal apparatus to the information search provision apparatus.* (See Hurst-Hiller Abstract discussing 404 error messages and providing like information upon access failure.)

Regarding independent claim 68: Vora teaches *An information search provision apparatus including: at least one processing unit that operates to perform at least the steps of acquiring a search conditional statement and providing contents, matching the search conditional statement, as a search result;* (See Vora Fig. 1 #10 showing a processor, and Fig. 2 showing memory for storing search requests, search engine code and search results/reports. See also, col. 7 lines 20-35 discussing the issuing of requests and performing searches and col. 7 lines 50-62 discussing the search results.) *an information receiver which receives directly or indirectly client information transmitted from a terminal apparatus that has accessed the contents to be evaluated;* (See Vora Fig. 2 #201 teaching the scheduling of a search request.)

However, Vora does not explicitly teach the remaining limitations as claimed. Hurst-Hiller, though, discloses *a reliability varying unit which increases or decreases a degree of reliability of the contents to be evaluated, based on the client information;* (See Hurst-Hiller

Abstract discussing redirecting a user's search to identical content upon an HTTP 404 access

failure message.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Hurst-Hiller for the benefit of Vora, because to do so allowed a

designer to enhance a user's search or navigation experience, as taught by Hurst-Hiller in

paragraph [0018]. These references were all applicable to the same field of endeavor, i.e., search

of network resources.

Additionally, Vora in view of Hurst-Hiller does not explicitly teach the remaining

limitations as claimed. And, although Hurst-Hiller does not explicitly discuss a "value"

calculation, Bailey, though, teaches *a value, which is indicative of a degree of reliability* (See

Bailey page 246 item "2. An important issue ...", which discusses the calculation of a probability

value indicative of whether a page belongs to the "Page Not Found" category. "Page Not

Found" is the text associated with the HTTP 404 error message.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Bailey for the benefit of Vora in view of Hurst-Hiller, because to do so

enabled a designer to implement a more efficient search mechanism, as taught by Bailey in the

1st paragraph of section "1 Introduction" on page 239. These references were all applicable to

the same field of endeavor, i.e., search of network resources.

Additionally, Vora in view of Hurst-Hiller and Bailey does not explicitly teach the

remaining limitations as claimed. Hogan, though, teaches *and a presenting unit which presents*

the value, which is indicative of the degree of reliability of the searched contents, and the

search result to a user of the terminal apparatus and/or the information search provision

apparatus. (See Hogan Abstract discussing the display of characteristics such as availability or maturity of content and associated search results. See also Fig. 2 #210c "Currently unavailable" and Fig. 2E "Slow load time" Legend showing values indicative of the degree of reliability of search results.)

It would have been obvious to one of ordinary skill in the art at the time of the invention to apply the teachings of Hogan for the benefit of Vora in view of Hurst-Hiller and Bailey, because to do so enabled a designer to provide a system user with the ability to determine whether access of search results is appropriate or desirable, as taught by Hogan in col. 6 lines 20-29. These references were all applicable to the same field of endeavor, i.e., search of network resources.

Regarding claim 69: Vora does not explicitly teach the remaining limitations as claimed. Hurst-Hiller, though, discloses ***wherein the information receiver receives, as the client information, information on a status of access from the terminal apparatus to the contents to be evaluated, and wherein the reliability varying unit increases or decreases the value, which is indicative of the degree of reliability of the contents to be evaluated, according to the access status.*** (See Hurst-Hiller Abstract discussing 404 access error messages and delivery of similar content if the originally requested page was inaccessible.)

Regarding claim 70: Vora does not explicitly teach the remaining limitations as claimed. Hurst-Hiller, though, discloses *wherein the information receiver receives, as the client information, information transferred from the terminal apparatus to the contents to be evaluated, and wherein the reliability varying unit increases or decreases the value, which is indicative of the degree of reliability of the contents to be evaluated, according to the information transferred from the terminal apparatus to the contents to be evaluated.* (See Hurst-Hiller Abstract discussing 404 access error messages and delivery of similar content if the originally requested page was inaccessible.)

Regarding independent claim 78: Vora teaches *An information search provision apparatus comprising: at least one processing unit that operates to perform at least the steps of acquiring a search conditional statement and providing contents, matching the search conditional statement, as a search result;* (See Vora Fig. 1 #10 showing a processor, and Fig. 2 showing memory for storing search requests, search engine code and search results/reports. See also, col. 7 lines 20-35 discussing the issuing of requests and performing searches and col. 7 lines 50-62 discussing the search results.) *a collection unit which collects contents to be evaluated and contents, other than said evaluating contents, for use in comparison both posted on a web page via a network at a predetermined timing;* (See Vora Fig. 2 #201 teaching the scheduling of a search request.)

However, Vora does not explicitly teach the remaining limitations as claimed. Hurst-Hiller, though, discloses *a reliability control unit which increases or decreases a degree of*

reliability of the contents to be evaluated, according to a result obtained from the update

determining unit; (See Hurst-Hiller Abstract discussing redirecting a user's search to identical

content upon an HTTP 404 access failure message.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Hurst-Hiller for the benefit of Vora, because to do so allowed a

designer to enhance a user's search or navigation experience, as taught by Hurst-Hiller in

paragraph [0018]. These references were all applicable to the same field of endeavor, i.e., search

of network resources.

Additionally, Vora in view of Hurst-Hiller does not explicitly teach the remaining

limitations as claimed. And, although Hurst-Hiller does not explicitly discuss a "value"

calculation, Bailey, though, teaches *a value, which is indicative of a degree of reliability* (See

Bailey page 246 item "2. An important issue ...", which discusses the calculation of a probability

value indicative of whether a page belongs to the "Page Not Found" category. "Page Not

Found" is the text associated with the HTTP 404 error message.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Bailey for the benefit of Vora in view of Hurst-Hiller, because to do so

enabled a designer to implement a more efficient search mechanism, as taught by Bailey in the

1st paragraph of section "1 Introduction" on page 239. These references were all applicable to

the same field of endeavor, i.e., search of network resources.

Additionally, Vora in view of Hurst-Hiller and Bailey does not explicitly teach the

remaining limitations as claimed. Hogan, though, teaches *an update determining unit which*

acquires respectively publication circumstances of a decision item involving a provider of the

contents to be evaluated, about the contents to be evaluated and the comparing contents and

determines if the contents to be evaluated is properly updated, by comparing the publication

circumstance of a decision item in the contents to be evaluated with that in the comparing

contents; (See Hogan Fig. 1D #105 indicating that a search result page has been refreshed within

the last 48 hours.) *and a presenting unit which presents the value, which is indicative of the*

degree of reliability of the searched contents, and the search result to a user of the apparatus.

(See Hogan Abstract discussing the display of characteristics such as availability or maturity of

content and associated search results. See also Fig. 2 #210c "Currently unavailable" and Fig. 2E

"Slow load time" Legend showing values indicative of the degree of reliability of search results.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Hogan for the benefit of Vora in view of Hurst-Hiller and Bailey,

because to do so enabled a designer to provide a system user with the ability to determine

whether access of search results is appropriate or desirable, as taught by Hogan in col. 6 lines 20-

29. These references were all applicable to the same field of endeavor, i.e., search of network

resources.

Regarding claim 79: Vora does not explicitly teach the remaining limitations as

claimed. Hogan, though, discloses *wherein when the decision item has not been posted in the*

contents to be evaluated at the publication of the decision item in the comparing contents, the

update determining unit determines that the contents to be evaluated is not properly updated.

(See Hogan Fig. 2A #205c showing a search result that is "currently unavailable".)

Regarding claim 80: Vora does not explicitly teach the remaining limitations as claimed. Hogan, though, discloses *wherein when the decision item was posted in the comparing contents after the decision item was posted in the contents to be evaluated, the update determining unit determines that the contents to be evaluated is properly updated.* (See Hogan Fig. 1D #105 indicating that a search result page has been refreshed within the last 48 hours.)

Regarding independent claim 81: Vora teaches *An information search provision apparatus comprising: at least one processing unit that operates to perform at least the steps of acquiring a search conditional statement and providing contents, matching the search conditional statement, as a search result;* (See Vora Fig. 1 #10 showing a processor, and Fig. 2 showing memory for storing search requests, search engine code and search results/reports. See also, col. 7 lines 20-35 discussing the issuing of requests and performing searches and col. 7 lines 50-62 discussing the search results.) *a collection unit which collects contents to be evaluated posted on a web page via a network at a predetermined timing;* (See Vora Fig. 2 #201 teaching the scheduling of a search request.)

However, Vora does not explicitly teach the remaining limitations as claimed. Hurst-Hiller, though, discloses *a reliability control unit which increases or decreases a degree of*

reliability of the contents to be evaluated, according to a result obtained from the identity

determining unit; (See Hurst-Hiller Abstract discussing redirecting a user's search to identical

content upon an HTTP 404 access failure message.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Hurst-Hiller for the benefit of Vora, because to do so allowed a

designer to enhance a user's search or navigation experience, as taught by Hurst-Hiller in

paragraph [0018]. These references were all applicable to the same field of endeavor, i.e., search

of network resources.

Additionally, Vora in view of Hurst-Hiller does not explicitly teach the remaining

limitations as claimed. And, although Hurst-Hiller does not explicitly discuss a "value"

calculation, Bailey, though, teaches *a value, which is indicative of a degree of reliability* (See

Bailey page 246 item "2. An important issue ...", which discusses the calculation of a probability

value indicative of whether a page belongs to the "Page Not Found" category. "Page Not

Found" is the text associated with the HTTP 404 error message.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Bailey for the benefit of Vora in view of Hurst-Hiller, because to do so

enabled a designer to implement a more efficient search mechanism, as taught by Bailey in the

1st paragraph of section "1 Introduction" on page 239. These references were all applicable to

the same field of endeavor, i.e., search of network resources.

Additionally, Vora in view of Hurst-Hiller and Bailey does not explicitly teach the

remaining limitations as claimed. Hogan, though, teaches *an identity determining unit which*

determines the identity of the contents, to be evaluated, collected at different timings; (See

Hogan Fig. 1D #105 indicating that a search result page has been refreshed within the last 48

hours.) *and a presenting unit which presents the value, which is indicative of the degree of*

reliability of the searched contents, and the search result to a user of the apparatus. (See

Hogan Abstract discussing the display of characteristics such as availability or maturity of

content and associated search results. See also Fig. 2 #210c "Currently unavailable" and Fig. 2E

"Slow load time" Legend showing values indicative of the degree of reliability of search results.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Hogan for the benefit of Vora in view of Hurst-Hiller and Bailey,

because to do so enabled a designer to provide a system user with the ability to determine

whether access of search results is appropriate or desirable, as taught by Hogan in col. 6 lines 20-

29. These references were all applicable to the same field of endeavor, i.e., search of network

resources.

Regarding claim 82: Vora does not explicitly teach the remaining limitations as claimed.

Hogan, though, teaches *wherein the identity determining unit determines whether or not the*

contents to be evaluated collected at early timing is identical to part of the contents to be

evaluated at subsequent timing, and wherein when it is determined that the contents to be

evaluated collected at early timing is identical to part of the contents to be evaluated at

subsequent timing, the reliability control unit increases the value, which is indicative of the

degree of reliability of the contents to be evaluated; (See Hogan Fig. 1D #105 indicating that a

search result page has been refreshed within the last 48 hours.)

Regarding independent claim 83: Vora teaches *An information search provision*

apparatus comprising: at least one processing unit that operates to perform at least the steps of

acquiring a search conditional statement and providing contents, matching the search

conditional statement, as a search result; (See Vora Fig. 1 #10 showing a processor, and Fig. 2

showing memory for storing search requests, search engine code and search results/reports. See

also, col. 7 lines 20-35 discussing the issuing of requests and performing searches and col. 7

lines 50-62 discussing the search results.) *a collection unit which collects contents to be*

evaluated and contents, other than said evaluating contents, for use in comparison both posted

on a web page via a network at a predetermined timing; (See Vora Fig. 2 #201 teaching the

scheduling of a search request.)

However, Vora does not explicitly teach the remaining limitations as claimed. Hurst-

Hiller, though, discloses *a reliability control unit which increases or decreases a degree of*

reliability of the contents to be evaluated, according to a result obtained from the uniqueness

determining unit; (See Hurst-Hiller Abstract discussing redirecting a user's search to identical

content upon an HTTP 404 access failure message.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Hurst-Hiller for the benefit of Vora, because to do so allowed a

designer to enhance a user's search or navigation experience, as taught by Hurst-Hiller in

paragraph [0018]. These references were all applicable to the same field of endeavor, i.e., search

of network resources.

Additionally, Vora in view of Hurst-Hiller does not explicitly teach the remaining

limitations as claimed. And, although Hurst-Hiller does not explicitly discuss a "value"

calculation, Bailey, though, teaches *a value, which is indicative of a degree of reliability* (See

Bailey page 246 item "2. An important issue ...", which discusses the calculation of a probability

value indicative of whether a page belongs to the "Page Not Found" category. "Page Not

Found" is the text associated with the HTTP 404 error message.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Bailey for the benefit of Vora in view of Hurst-Hiller, because to do so

enabled a designer to implement a more efficient search mechanism, as taught by Bailey in the

1st paragraph of section "1 Introduction" on page 239. These references were all applicable to

the same field of endeavor, i.e., search of network resources.

Additionally, Vora in view of Hurst-Hiller and Bailey does not explicitly teach the

remaining limitations as claimed. Hogan, though, teaches *a uniqueness determining unit which*

compares the contents to be evaluated with the comparing contents which had already been

collected at the time of collection of the contents to be evaluated and determines uniqueness of

the contents to be evaluated; (See Hogan Fig. 1D #105 indicating that a search result page has

been refreshed within the last 48 hours.) *and a presenting unit which presents the value, which*

is indicative of the degree of reliability of the searched contents, and the search result to a user

of the apparatus. (See Hogan Abstract discussing the display of characteristics such as

availability or maturity of content and associated search results. See also Fig. 2 #210c

"Currently unavailable" and Fig. 2E "Slow load time" Legend showing values indicative of the

degree of reliability of search results.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Hogan for the benefit of Vora in view of Hurst-Hiller and Bailey,

because to do so enabled a designer to provide a system user with the ability to determine

whether access of search results is appropriate or desirable, as taught by Hogan in col. 6 lines 20-

29. These references were all applicable to the same field of endeavor, i.e., search of network

resources.

Regarding claim 84: Vora teaches *wherein when the contents to be evaluated is*

contents such that the comparing contents which had already been collected at the time of

collection of the contents to be evaluated is altered, the uniqueness determining unit

determines that the contents to be evaluated is not unique, (See Vora Fig. 2B #431 showing a

GUI capability for choosing information resources.)

However, Vora does not explicitly teach the remaining limitations as claimed. Hurst-

Hiller, though, discloses *and wherein the reliability control unit decreases the value, which is*

indicative of the degree of reliability of the contents, to be evaluated, which was determined to

be contents such that the comparing contents is altered. (See Hurst-Hiller Abstract discussing

the supplying of similar content.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Hurst-Hiller for the benefit of Vora, Bailey and Hogan, because to do

so allowed a designer to enhance a user's search or navigation experience, as taught by Hurst-

Hiller in paragraph [0018]. These references were all applicable to the same field of endeavor,

i.e., search of network resources.

Regarding dependent claim 85: Vora teaches *a specifying unit which specifies*

location information indicative of a location of the contents to be evaluated; (See Vora Fig. 2B

#431 showing a GUI capability for choosing information sources.)

However, Vora does not explicitly teach the remaining limitations as claimed. Hurst-

Hiller, though, discloses *and a reliability transform unit which transforms the value, which is*

indicative of the degree of reliability, of the contents to be evaluated, increased or decreased by

the reliability control unit into a value, which is indicative of the degree of reliability of the

location information. (See Hurst-Hiller Abstract discussing redirecting a user's search to

identical content upon an HTTP 404 access failure message.)

Regarding claim 86: Vora teaches *a specifying unit which specifies location*

information indicative of a location of the contents to be evaluated; (See Vora Fig. 2B #431

showing a GUI capability for choosing information resources.)

However, Vora does not explicitly teach the remaining limitations as claimed. Hurst-

Hiller, though, discloses *and a reliability transform unit which transforms the degree of*

reliability, of the contents to be evaluated, increased or decreased by the reliability control unit

into a degree of reliability of the location information. (See Hurst-Hiller Abstract discussing the

supplying of similar content.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Hurst-Hiller for the benefit of Vora, Bailey and Hogan, because to do

so allowed a designer to enhance a user's search or navigation experience, as taught by Hurst-

Hiller in paragraph [0018]. These references were all applicable to the same field of endeavor,

i.e., search of network resources.

Claims 87-88 and 90-92 are each substantially similar to claim 86, and therefore

likewise rejected.

Claim 89 is substantially similar to claim 85, and therefore likewise rejected.

Regarding claim 93: Vora teaches *a location information classifying unit which*

classifies the location information into a plurality of groups each of which belongs to a

common attribute; (See Vora Fig. 10 showing a GUI for indicating information sources.)

However, Vora does not explicitly teach the remaining limitations as claimed. Hogan, though,

discloses *and a location information group reliability calculating unit which calculates a*

value, which is indicative of the degree of reliability of location information for each of the

plurality of classified groups. (See Hogan col. 7 line 55 – col. 8 line 2 describing availability of sources and appropriateness of sources.)

It would have been obvious to one of ordinary skill in the art at the time of the invention to apply the teachings of Hogan for the benefit of Vora in view of Hurst-Hiller and Bailey, because to do so enabled a designer to provide a system user with the ability to determine whether access of search results is appropriate or desirable, as taught by Hogan in col. 6 lines 20-29. These references were all applicable to the same field of endeavor, i.e., search of network resources.

Claims 94-100 are each substantially similar to claim 93, and therefore likewise rejected.

Regarding claim 101: Vora does not explicitly teach the remaining limitations as claimed. Hogan, though, discloses *wherein the specifying unit specifies a domain name as the location information, and wherein the reliability transform unit transforms the value, which is indicative of the degree of reliability of the contents to be evaluated into a value, which is indicative of the degree of reliability of the domain name.* (See Hogan col. 12 lines 32-36 discussing the sorting of contents based on content source.)

It would have been obvious to one of ordinary skill in the art at the time of the invention to apply the teachings of Hogan for the benefit of Vora in view of Hurst-Hiller and Bailey, because to do so enabled a designer to provide a system user with the ability to determine whether access of search results is appropriate or desirable, as taught by Hogan in col. 6 lines 20-

29. These references were all applicable to the same field of endeavor, i.e., search of network

resources.

        Claims 102-108 are each substantially similar to claim 101, and therefore likewise

rejected.

        Regarding claim 109: Vora does not explicitly teach the remaining limitations as

claimed. Hogan, though, discloses *wherein the specifying unit specifies an IP address as the*

location information, and wherein the reliability transform unit transforms the value, which is

indicative of the degree of reliability of the contents to be evaluated into a value, which is

indicative of the degree of reliability of the IP address. (See Hogan col. 7 line 58 – col. 8 line 6

discussing evaluating of the reliability of web page search results, it being noted that a web page

is associated with a URL / IP address.)

        It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Hogan for the benefit of Vora in view of Hurst-Hiller and Bailey,

because to do so enabled a designer to provide a system user with the ability to determine

whether access of search results is appropriate or desirable, as taught by Hogan in col. 6 lines 20-

29. These references were all applicable to the same field of endeavor, i.e., search of network

resources.

        Claims 110-116 are each substantially similar to claim 109, and therefore likewise

rejected.

Regarding claim 117: Vora does not explicitly teach the remaining limitations as claimed. Hogan, though, discloses *wherein the reliability transform unit calculates a value, which is indicative of the degree of reliability of an electronic mail address including the location information, based on the obtained value, which is indicative of the degree of reliability of the location information.* (See Hogan col. 7 line 58 – col. 8 line 2 discussing evaluating reliability based upon a file type.)

It would have been obvious to one of ordinary skill in the art at the time of the invention to apply the teachings of Hogan for the benefit of Vora in view of Hurst-Hiller and Bailey, because to do so enabled a designer to provide a system user with the ability to determine whether access of search results is appropriate or desirable, as taught by Hogan in col. 6 lines 20-29. These references were all applicable to the same field of endeavor, i.e., search of network resources.

Claims 118-124 are each substantially similar to claim 117, and therefore likewise rejected.

7. **Claims 71-77 are rejected under 35 U.S.C. 103(a)** as being unpatentable over Vora et al. (US Patent No. 5,819,273, hereafter referred to as "Vora") in view of Hurst-Hiller et al. (US Patent Application Publication No. 2006/0015573, hereafter referred to as "Hurst-Hiller"), Christopher Bailey et al. ("Link Augmentation: A Context-Based Approach to Support Adaptive

Hypermedia", OHS/SC/AH 2001, LNCS 2266, Springer-Verlag, Berlin, Germany, © 2002, pp.

239-251, hereafter referred to as "Bailey") and Kremen (US Patent Application Publication No.

2006/0053076, hereafter referred to as "Kremen").

Regarding independent claim 71: Vora teaches *An information search provision*

system, comprising: a contents providing apparatus which posts contents to be evaluated, on a

web page; (See Vora Fig. 2 #201 teaching the scheduling of a search request.) *a terminal*

apparatus which accesses the contents to be evaluated, via a network; (See Vora Fig. 4A

showing a search GUI running on an apparatus.) *wherein the terminal apparatus includes an*

information transmitting unit which transmits client information associated with the terminal

apparatus, (See Vora Fig. 2 #201 teaching the scheduling of a search request.) *and an*

information search provision apparatus and wherein the information search provision

apparatus includes: at least one processing unit that operates to perform at least the steps of

acquiring a search conditional statement and providing contents, matching the search

conditional statement, as a search result; (See Vora Fig. 1 #10 showing a processor, and Fig. 2

showing memory for storing search requests, search engine code and search results/reports. See

also, col. 7 lines 20-35 discussing the issuing of requests and performing searches and col. 7

lines 50-62 discussing the search results.) *an information receiver which receives directly or*

indirectly client information transmitted from the terminal apparatus that has accessed via the

network the contents to be evaluated; (See Vora Fig. 4A showing a search GUI that receives

search results sent to the client's IP address.)

However, Vora does not explicitly teach the remaining limitations as claimed. Hurst-Hiller, though, discloses *and an asset value varying unit which increases or decreases an asset value for the contents to be evaluated, based on the client information,* (See Hurst-Hiller Abstract discussing redirecting a user's search to identical content upon an HTTP 404 access failure message.)

It would have been obvious to one of ordinary skill in the art at the time of the invention to apply the teachings of Hurst-Hiller for the benefit of Vora, because to do so allowed a designer to enhance a user's search or navigation experience, as taught by Hurst-Hiller in paragraph [0018]. These references were all applicable to the same field of endeavor, i.e., search of network resources.

Additionally, Vora in view of Hurst-Hiller does not explicitly teach the remaining limitations as claimed. And, although Hurst-Hiller does not explicitly discuss a "value" calculation, Bailey, though, teaches *an asset value,* (See Bailey page 246 item "2. An important issue ...", which discusses the calculation of a probability value indicative of whether a page belongs to the "Page Not Found" category. "Page Not Found" is the text associated with the HTTP 404 error message.)

It would have been obvious to one of ordinary skill in the art at the time of the invention to apply the teachings of Bailey for the benefit of Vora in view of Hurst-Hiller, because to do so enabled a designer to implement a more efficient search mechanism, as taught by Bailey in the 1st paragraph of section "1 Introduction" on page 239. These references were all applicable to the same field of endeavor, i.e., search of network resources.

However, Vora in view of Hurst-Hiller and Bailey does not explicitly teach the remaining

limitations as claimed. Kremen, though, discloses *wherein the asset value is calculated as a*

function for a profit over a specific period, customer of use during a specific period, and/or

estimated profit. (See Kremen paragraph [0033] discussing listings that generate the most profit,

and the sorting of results based on a purported met revenue. See also paragraph [0046]

discussing the ability to share revenue obtained from monetizing time-sensitive content. See also

paragraph [0044] discussing the ability to increase the value and prices that can be charged. See

also paragraph [0032] discussing sorting and displaying search results based upon profit values,

which is suggestive of estimated profit values.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Kremen for the benefit of Vora in view of Hurst-Hiller and Bailey,

because to do so enabled a designer to implement a system that provided more timely and wider

exposure of time sensitive content on online networks, as taught by Kremen in col. 6 lines 20-29.

These references were all applicable to the same field of endeavor, i.e., search of network

resources.

Regarding claim 72: Vora does not explicitly teach the remaining limitations as

claimed. Hurst-Hiller, though, discloses *wherein the information transmitting unit transmits,*

as the client information, information related to access to the contents to be evaluated, (See

Hurst-Hiller Fig. 1 #102 showing search results transmitted to the client's IP address.) *and*

wherein the asset value varying unit increases or decreases the asset value according to a status of access from the terminal apparatus to the contents to be evaluated. (See Hurst-Hiller Abstract discussing redirecting a user's search to identical content upon an HTTP 404 access failure message.)

Regarding claim 73: Vora does not explicitly teach the remaining limitations as claimed. Hurst-Hiller, though, discloses *wherein the information transmitting unit transmits, as the client information, information transferred from the terminal apparatus to the contents to be evaluated,* (See Hurst- Hiller Fig. 1 #102 showing search results transmitted to the client's IP address.) *and wherein the asset value varying unit increases or decreases the asset value according to the information transferred from the terminal apparatus to the contents to be evaluated.* (See Hurst-Hiller Abstract discussing the providing of similar content if access fails.)

Regarding claim 74: Vora teaches *wherein when the terminal apparatus has accessed the contents to be evaluated, the contents providing apparatus transmits information on access from the terminal apparatus to the contents to be evaluated and/or information transferred from the terminal apparatus to the contents to be evaluated, from the terminal apparatus to the information search provision apparatus.* (See Vora Fig. 4A showing a GUI including search results.)

Regarding independent claim 75: Vora teaches *An information search provision*

apparatus including: at least one processing unit that operates to perform at least the steps of

acquiring a search conditional statement and providing contents, matching the search

conditional statement, as a search result; (See Vora Fig. 1 #10 showing a processor, and Fig. 2

showing memory for storing search requests, search engine code and search results/reports. See

also, col. 7 lines 20-35 discussing the issuing of requests and performing searches and col. 7

lines 50-62 discussing the search results.) *an information receiver which receives directly or*

indirectly client information transmitted from a terminal apparatus that has accessed the

contents to be evaluated; (See Vora Fig. 2 #201 teaching the scheduling of a search request.)

However, Vora does not explicitly teach the remaining limitations as claimed. Hurst-

Hiller, though, discloses *and an asset value varying unit which increases or decreases an asset*

value for the contents to be evaluated, based on the client information, (See Hurst- Hiller

Abstract discussing redirecting a user's search to identical content upon an HTTP 404 access

failure message.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Hurst-Hiller for the benefit of Vora, because to do so allowed a

designer to enhance a user's search or navigation experience, as taught by Hurst-Hiller in

paragraph [0018]. These references were all applicable to the same field of endeavor, i.e., search

of network resources.

Additionally, Vora in view of Hurst-Hiller does not explicitly teach the remaining

limitations as claimed. And, although Hurst-Hiller does not explicitly discuss a "value"

calculation, Bailey, though, teaches *an asset value,* (See Bailey page 246 item "2. An important

issue ...", which discusses the calculation of a probability value indicative of whether a page

belongs to the "Page Not Found" category. "Page Not Found" is the text associated with the

HTTP 404 error message.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Bailey for the benefit of Vora in view of Hurst-Hiller, because to do so

enabled a designer to implement a more efficient search mechanism, as taught by Bailey in the

1st paragraph of section "1 Introduction" on page 239. These references were all applicable to

the same field of endeavor, i.e., search of network resources.

However, Vora in view of Hurst-Hiller and Bailey does not explicitly teach the remaining

limitations as claimed. Kremen, though, discloses *wherein the asset value is calculated as a*

function for a profit over a specific period, customer of use during a specific period, and/or

estimated profit. (See Kremen paragraph [0033] discussing listings that generate the most profit,

and the sorting of results based on a purported met revenue. See also paragraph [0046]

discussing the ability to share revenue obtained from monetizing time-sensitive content. See also

paragraph [0044] discussing the ability to increase the value and prices that can be charged. See

also paragraph [0032] discussing sorting and displaying search results based upon profit values,

which is suggestive of estimated profit values.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Kremen for the benefit of Vora in view of Hurst-Hiller and Bailey,

because to do so enabled a designer to implement a system that provided more timely and wider

exposure of time sensitive content on online networks, as taught by Kremen in col. 6 lines 20-29.

These references were all applicable to the same field of endeavor, i.e., search of network

resources.

        Regarding claim 76: Vora does not explicitly teach the remaining limitations as

claimed. Hurst-Hiller, though, discloses *wherein the information receiver receives, as the client*

information, information on a status of access from the terminal apparatus to the contents to

be evaluated, and wherein the asset value varying unit increases or decreases the asset value

according to the status of access from the terminal apparatus to the contents to be evaluated.

(See Hurst-Hiller Abstract discussing 404 access error messages and delivery of similar content

if the originally requested page was inaccessible.)

        Regarding claim 77: Vora does not explicitly teach the remaining limitations as

claimed. Hurst-Hiller, though, discloses *wherein the information receiver receives, as the client*

information, information transferred from the terminal apparatus to the contents to be

evaluated, and wherein the asset value varying unit increases or decreases the asset value

according to the information transferred from the terminal apparatus to the contents to be

evaluated. (See Hurst-Hiller Abstract discussing 404 access error messages and delivery of

similar content if the originally requested page was inaccessible.)

8.   **Claims 127-130 are rejected under 35 U.S.C. 103(a)** as being unpatentable over Vora

et al. (US Patent No. 5,819,273, hereafter referred to as "Vora") in view of Kremen (US Patent

Application Publication No. 2006/0053076, hereafter referred to as "Kremen").

Regarding independent claim 127: Vora teaches *An information search provision*

system, comprising: a contents providing apparatus which posts contents to be evaluated, on a

web page; (See Vora Fig. 2 #201 teaching the scheduling of a search request.) *a terminal*

apparatus which accesses the contents to be evaluated, via a network; (See Vora Fig. 4A

showing a search GUI running on an apparatus.) *wherein the terminal apparatus includes an*

information transmitting unit which transmits client information associated with the terminal

apparatus, (See Vora Fig. 2 #201 teaching the scheduling of a search request.) *and an*

information search provision apparatus and wherein the information search provision

apparatus includes: at least one processing unit that operates to perform at least the steps of

acquiring a search conditional statement and providing contents, matching the search

conditional statement, as a search result; (See Vora Fig. 1 #10 showing a processor, and Fig. 2

showing memory for storing search requests, search engine code and search results/reports. See

also, col. 7 lines 20-35 discussing the issuing of requests and performing searches and col. 7

lines 50-62 discussing the search results.) *an information receiver which receives directly or*

indirectly client information transmitted from the terminal apparatus that has accessed via the

network the contents to be evaluated; (See Vora Fig. 4A showing a search GUI that receives

search results sent to the client's IP address.)

However, Vora does not explicitly teach the remaining limitations as claimed. Kremen,

though, discloses *and an asset value calculating unit which calculates a profit or a profit*

reduction in a transaction related to the contents, and increases or decreases an asset value

for the contents by use of the profit or the profit reduction. (See Kremen paragraph [0033]

discussing listings that generate the most profit, and the sorting of results based on a purported

met revenue. See also paragraph [0046] discussing the ability to share revenue obtained from

monetizing time-sensitive content.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Kremen for the benefit of Vora, because to do so enabled a designer to

implement a system that provided more timely and wider exposure of time sensitive content on

online networks, as taught by Kremen in col. 6 lines 20-29. These references were all applicable

to the same field of endeavor, i.e., search of network resources.

Regarding claim 128: Vora does not explicitly teach the remaining limitations as

claimed. Kremen, though, discloses *wherein: the asset value calculating unit calculates the*

asset value by considering at least one of: a figure of the profit or the profit reduction totaled

during a certain period, the frequency of use of regular customers, a property of a product,

and by estimating a future profit or a future profit reduction. (See Kremen paragraph [0033]

discussing listings that generate the most profit, the sorting of results based on a purported met

revenue, and considerations such as revenue share arrangements and whether a result is related to

a proprietary partner. See also paragraph [0046] discussing the ability to share revenue obtained

from monetizing time-sensitive content.)

Regarding independent claim 129: Vora teaches *An information search provision*

apparatus including: at least one processing unit that operates to perform at least the steps of

acquiring a search conditional statement and providing contents, matching the search

conditional statement, as a search result; (See Vora Fig. 1 #10 showing a processor, and Fig. 2

showing memory for storing search requests, search engine code and search results/reports. See

also, col. 7 lines 20-35 discussing the issuing of requests and performing searches and col. 7

lines 50-62 discussing the search results.) *an information receiver which receives directly or*

indirectly client information transmitted from a terminal apparatus that has accessed the

contents to be evaluated; (See Vora Fig. 4A showing a search GUI that receives search results

sent to the client's IP address.)

However, Vora does not explicitly teach the remaining limitations as claimed. Kremen,

though, discloses *and an asset value calculating unit which calculates a profit or a profit*

reduction in a transaction related to the contents, and increases or decreases an asset value

for the contents by use of the profit or the profit reduction. (See Kremen paragraph [0033]

discussing listings that generate the most profit, and the sorting of results based on a purported

met revenue. See also paragraph [0046] discussing the ability to share revenue obtained from

monetizing time-sensitive content. See also paragraph [0044] discussing the ability to increase

the value and prices that can be charged.)

It would have been obvious to one of ordinary skill in the art at the time of the invention

to apply the teachings of Kremen for the benefit of Vora, because to do so enabled a designer to

implement a system that provided more timely and wider exposure of time sensitive content on

online networks, as taught by Kremen in col. 6 lines 20-29. These references were all applicable

to the same field of endeavor, i.e., search of network resources.

Claim 130 is substantially similar to claim 128, and therefore likewise rejected.

Conclusion

9.   The prior art made of record and not relied upon is considered pertinent to applicant's

disclosure.

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        Ntoulas, Alexandros, et al., "What's New on the Web?: The Evolution of the Web
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        Pretschner, Alexander, et al., "Ontology Based Personalized Search", Proc. Of the
11th IEEE Conf. on Tools with Artificial Intelligence, Chicago, IL, Nov. 9-11, 1999, pp. 391-
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Ebrahimi et al	7,574,651
Ford et al	6,963,867
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Pivnichny et al	5,974,445

Contact Information

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Robert Stevens whose telephone number is (571) 272-4102. The examiner can normally be reached on M-F 6:00 - 2:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John E. Breene can be reached on (571) 272-4107. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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